

DECEMBER, 1958

Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES

*From the library of the
Pen Collectors of America*



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Shoptalker

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COVER STORY

In June and July, eighty Parker employees boarded a plane for a three-week holiday in Europe. It was a somewhat hurried but thoroughly exciting time for all. Luckily, Shoptalker has obtained a personal diary of the trip with permission to publish. The first of a series of excerpts from that journal appears in this issue.

Ten Years Ago...

The results of a preference poll among some 65,000 people showed Parker was owned by 35.3 per cent and the brand preferred for next purchase by 45.7 per cent. Closest competitor was a pen firm in Iowa with 24.9 and 25.2 per cent respectively.

And 10 years ago ...

Bruce M. Jeffris made a special flying trip to Toronto to be among the well-wishers honoring the 25th anniversary of the founding of the Parker Pen Co. Ltd., of Canada.

And 10 years ago ...

Parker Pen exhibited at the Wisconsin Centennial Celebration. The display was called a "Salute to a Century" and it took note of the fact that the first 100 years of Wisconsin History was written as well as lived. Included in the exhibit was the controversial Kensington Runestone, found on a farm near Alexandria, Minnesota in 1898. Lining two sides of the Parker booth were the originals of the significant documents punctuating the State's history. About 500 persons an hour viewed the Parker display.

And 10 years ago ...

Their Majesties, the King and Queen of England received stunning silver-capped Parker "51" pens in honor of their silver wedding anniversary. Both pens were mounted with the respective royal Cypher, the King's in gold and enamel and the Queen's in platinum and diamonds.

And 10 years ago ...

The then new Aerometric "51" pen was given the field test to end all field tests. It rode to victory in the tough Bendix Trophy Race with Paul Mantz. "Altitude hasn't the slightest adverse effect on my new Parker," said Mantz, after the race.

And 10 years ago ...

An order for merchandise came into Janesville which requested (without elaboration) "One dozen most wanted pens".

Only a month has passed since our Fifth Anniversary Family Day and yet if Parker families were to visit again today, there would be changes plainly evident.

For change, coupled with progress is the single, most outstanding aspect of our past five years. And the open house which you planned and executed so well dramatized that change. Five years ago, when Arrow Park

set its tools to working, only two fountain pen models were produced, the Parker "51" and "21". Today, the Parker name is etched on several fountain pen lines and a host of ball pens in utility and gift price ranges.

During the past five years the Product Planning Division has released either new products or major product improvements to replace 80 per cent of our product line.

It is obvious we have no monopoly on top spot. Other companies at times break through. While competition forces change, an alert company moves ahead on its own.

And research, the lifestream of manufacturing, has changed and grown. Where five years ago we may have had a single reference book, we now have a functioning laboratory exploring its possibilities. From these laboratories can come the elements of leadership.

Topside, too, has changed. The progress shown by individual areas of corporate endeavor does not develop in

and of itself. Management must foresee the need and act upon it in order for it to become a reality. Personal strengths must constantly be placed against the severest challenges. This has been done at Parker. The changeless element in business is change itself.

And it does not stop here. The past five years have been something of a test track for tomorrow's growth.

The next five, ten, fifty years will provide the true measure of our preparations.

Bruce M. Jeffris



Young Mike Mair was somewhat bewildered by the multi-lingual "welcome" he received in the Foreign Sales Division.



FAMILY DAY

OPEN HOUSE

Not everyone's family came to the big Family Day Open House in recognition of the Five Forward Years of Parker Pen, but that was to be expected. It was not possible for all to come.

Still, a great many folks managed to break away from their daily routines. More than 1,000 men, women and children toured Arrow Park or the General Offices—and some took in both.

At Arrow Park they saw that the past five years had filled the empty spaces they remembered from the first Family Day. Whole new departments had been created. And, via informative displays (many of which will remain as permanent exhibits for visitors), they learned of such things as the color selections now available

in Parker products, how pen caps and other items are deep drawn, how pen points are made, and many others.

In the offices, they saw where and how Parker uses microfilm for record keeping, they saw the huge IBM electronic wonders write stories and draw pictures, they saw experimental vacuum forming of plastic (and some received samples), and they even saw magnified pictures of the T-Ball which made its surface look like a mountain range.

Had the Five Forward Years changed us much: Said one lady addressing her husband: "I don't know why you come home complaining about being tired—all you do around here is press buttons and pull levers."

(Note: For more open house pics, modulate to page six.)

It was "fun day" for the youngest of the young-set. Here was but one moment in a busy Arrow Park nursery. Clockwise from the miss with the doll (she's Sally Caldie) are Joel Astin, Sue Caldie (at end of table), Vickie Astin, John Hague (in the arms of Mary Slein) and Dawn Dickens who is being attended by Florence McCrea. One other youngster is in the room but he dropped down inside the playpen just as this picture was made.

His name is Michael Johnson.



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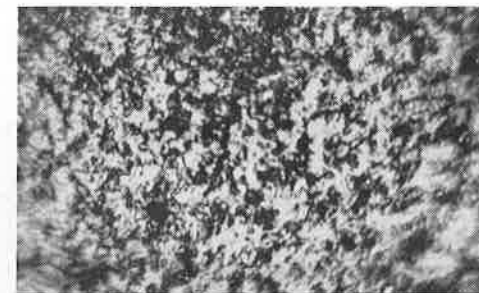


Open House . . .

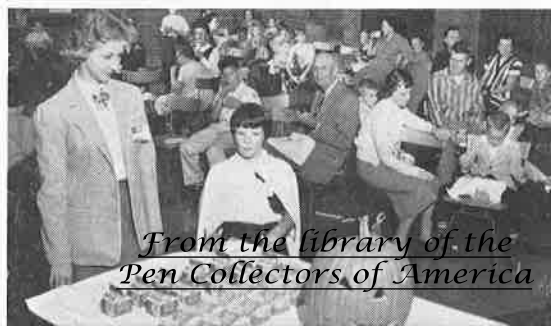


In Deep Draw, Mrs. Laverne Hanson, daughter Jo Ellen, and sons Stephen and Thomas listen as Mel McCann explains the process by which Parker makes the 61 pen cap.

. . . in Pictures



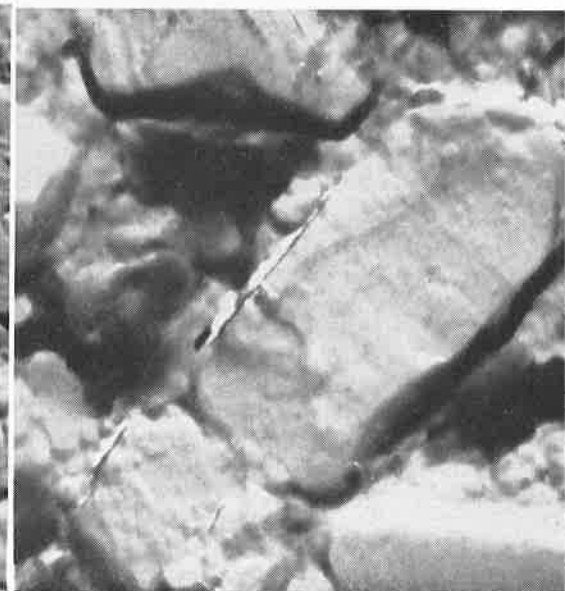
Open House guests saw pictures like these of the Parker T-Ball. The porous ball is shown in its exact size (compared with the "i" on a pica typewriter), and in blow-ups 10 times, 400 times, 8,000 times and 24,000 times its original diameter. The microscopic paper grippers appear to be the size of mountain crags in the final picture.



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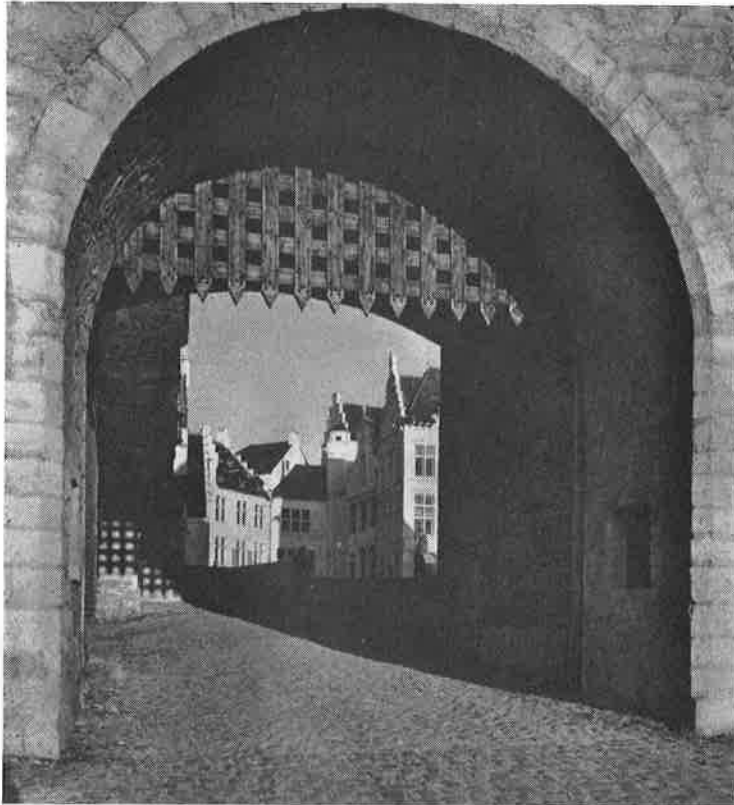


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Holiday in Europe

Part I



"Little Belgium" — Brussels World's Fair

Take-off time—7:55 over perfect rows of young corn, carved earth, and elongated shadows of very late afternoon. Soon after take-off, out came farewell boxes of candy and gum for passing around. A 20 June Gazette made its appearance and music came forth from ceiling speakers to an audience captive for 5½ hours. Next stop—Gander, Newfoundland.

Announcement on en-planing—flight time to London, 7½ hours at 19,000 feet. Some 400 planes land and leave Gander weekly. Overseas National flight 664 took off in its turn down a seemingly endless runway at 3:12 a.m. (Janesville time) over pines and lakes of Newfoundland. Sunglasses feel good. The lakes look like puddles splashed up out of the ocean by a giant heel of the hand. Over ocean 3:30 a.m. New crew, plus navigator—same stewardesses. Icebergs spotted in water below—stark white against the blue.

9:40 a.m. Coast of Ireland to our left. One hour and ten minutes to London. Still at 19,000 feet. Cameras come out for loading and first shots of England, the semi-pros helping rank amateurs with attendant problems. Excitement rises as plane lowers. Stewardess sprays with bug bomb.

11:10 on ground—LONDON. (5:10 p.m., London time). It is raining. 5:45 customs. Man who stamped our passport knew we had plant at Newhaven because "that's where my Parker is being repaired at the moment." No inspection of baggage. Group waited few minutes in heavy rain, with hail, to board busses for Imperial and Bedford Court Hotels.

Checked into three rooms at the Imperial—the first one occupied, the second without

bath, the third o.k. Room can best be described as quaint. Looks like a rathskeller.

Fredericks, Bowens and Mevises off to explore Picadilly. Circus—fabulous English equivalent of the Loop or Times Square. Flower venders, Pepsi-Cola, and hot dog push carts, fruit stands. Teddy Boys with affected Edwardian costumes, and service personnel mixed with tourists of all kinds. Went down to take "tube" to Russell Square, met Englishman with fast tongue and wit who accompanied us to hotel. Name of Woodruff. Very erudite and tweedy. Also, crumpled dirty shirt and tie.

Little stops at Parliament, Lambeth Road, St. Paul's Church, Tower Bridge, Tower of London, etc. Rain and more rain.

Lunch at Lyon, where on each floor something different is served. Excellent service. Costs money to go to the bathroom. After lunch group met in Leicester Square for trip to Windsor Castle.

Windsor, just outside Eton is a huge castle. A huge pile of stone, probably under maintenance most of the time. End of tour, 7:00 p.m. Raining again.

23 June 1958. Bought a toast rack in a jewelry store with deluxe service. Circular stair connected floors. Clerks push elevator button, wait with you, open door, give floor.

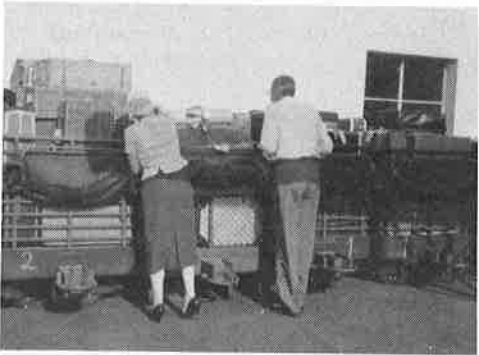
Comment overheard in Westminster Abbey—"I just stepped on Gladstone." Very impressive place, Westminster, and hard to describe. Stained glass windows were gorgeous. Everything seemed slightly dusty, including artificial poppies outlining plaque for Unknown Soldier. Westminster has membership of only 50.

Walked from Picadilly to Trafalgar (see next page)



London Sunshine

Baggage Check



Gone Native

Real Gone



Square, then past the Horse Guards to 10 Downing Street and on to Westminster Abbey and Parliament buildings (and Big Ben). Caught bus back to hotel. Stephanie Frederick and Doris Bowen flagged what they thought was a taxi, turned out to be a chauffeur-driven car.

On free day in London, things that occupied the group varied. Judge Gunn, Dorothy and Lorene took in two jury trials, one a Cypriot on attempted murder.

Marie Wendt, Marilyn McGonagill among many others, shopped for cashmere sweaters, wool knit dresses, crystal, souvenirs. Photographers anxiously watched the sky, rejoiced and snapped pictures happily when the sun came out. The Hellands bought a complete set of Spode, service for eight.

The Mevises, Gunns, Fredericks and Lorene Kislia had dinner at Simpsons where most had the traditional roast beef and Yorkshire pudding. Doris and Bud Bowen went to hear the London Philharmonic orchestra. Ticket cost 54 cents.

English monetary system is confusing. Even the English seem confused by it. A farthing starts it off and you can't buy anything for a farthing. Four farthings make a penny, and for a penny, at least, you can go to the bathroom.

9:30. Left Simpsons. Wandered down Victoria Embankment to Temple Station, intending to take tube to Picadilly. Tube closed, so we walked. Probably about a mile—up the Strand, around Trafalgar Square to Haymarket and to Picadilly. Took taxi to hotel. Packed up—bags have to be down by 7 a.m. It is now 1:45 a.m.

24 June 1958. Last bus ride to Victoria Station was through now-familiar territory. "We were there last night" and "you go up that way to ..." were heard frequently. Station with huge vaulted glass ceilings, compartmented trains, had different feel. Compartments had lunchroom type set-up—double seats facing each other with stationary table between.

Off the trains and through customs in a hurry. Hurry onto boat. Past the lighthouse, out of harbor and into channel. White Cliffs of Dover are white chalk, visible for miles and topped by a castle 600 years old.

Art of Listening

Whether you've guessed it or not, there is an art to just plain listening! And it's mighty hard work. Every word we hear opens an intriguing pathway of thought down which our mind will sweep if we permit it.

Did this ever happen to you? You're in a meeting. One person is speaking. You listen with deliberate attention, nod your head in agreement and show every outward sign of listening. Then suddenly he points to you and asks: "What do you think?" That's when you discover, to your embarrassment, that you don't know what he's talking about.

There are ten essentials for good listening which must be practiced to be effective. They are these:

1. Be interested in the topic under discussion.
2. Judge content, not delivery.
3. Don't let your emotions become overly stimulated.
4. Listen for the central idea.
5. Work at listening—real listening is hard work.
6. Resist distractions; good listeners adjust, poor listeners look for distractions.
7. Don't be afraid to exercise your mind while listening. Einstein said: "The mind once stretched to grasp a new concept never comes back to its original size."
8. Keep your mind open. Words that create deaf spots in many of us are mother-in-law, landlord, redneck, sharecropper, sissy, pervert, automation, clerk, income tax, communist, Red, dumb farmer, pink, evaluation, square, punk, welsher, and many more.
9. Evaluate facts and opinions by weighing the speaker's evidence.
10. Capitalize on thought speed. Try to anticipate what a person is going to say. Mentally summarize what he has said.



Long ago Shoptalker accepted an obligation to inform and educate. Therefore, we call the reader's attention to the effect of wind and water on the rock formation pictured here. It takes years to develop a formation like that.

Good Golf



Ray Lawton is a very casual golfer. During the Parker Pen Golf Tourney held in last August he casually stroked the competition's first hole-in-one in many a year. A trophy in recognition of the event was presented to this unique individual.





(At Left)

John Dawdy, Russ Livingston, Fred Efrenson (Merchandise Manager, Federal Department Stores), Hugh Vail (Detroit Account Manager), Rueben Snider (on steps) and Joseph Snider (shaking hands) from Snider's Pen Shop, and Harry J. Meyers (Merchandise Manager, Sears, Roebuck and Co.).



Midwest Dealers Visit Janesville In New Program

On a crisp October day, gliding in across Lake Michigan, Parker's sleek twin-engine airplane brought four visitors to Janesville. This visitation heralded a new Domestic Sales program designed to enhance relations with Parker retailers. The program, extending over a four week period, will bring 50 key dealers to Janesville. The effort may be resumed next Spring.

First visitors were top pen merchants from Detroit. They were hosted by a blue-ribbon delegation from Domestic Sales which guided them around Janesville, through Arrow Park, and into an informal yet provocative afternoon conference.

The motive is simple. If dealers can view Parker's home, meet its people, and watch pens being made, they are bound to leave with a better understanding and finer appreciation of Parker. After all, one of Parker's greatest assets is its environment and the people within it who make and sell pens called "Parker."

(Below)

Frank Schoemer (General Manager, General Office Supply), John Mack, Ted Siren (Ted's Pen Shop), Arthur Macauley (Owner, Macauley's, Inc.), Albert Mayer (President, Gregory, Mayer & Thom Co.), and Hugh Vail, Parker Account Manager for Detroit.



SEAT BELTS

I suggest that safety belts be installed on company cars. Evidence of added safety is increasing daily and those of us who frequently drive or ride in company cars would feel and be safer with belts. This is especially true when you have become accustomed to belts on your personal car.

Admittedly, there are occasions when belts will not save a life or prevent a certain injury—and may possibly be injurious themselves—but research to date clearly shows that the chances of being protected with belts are much greater.

According to Cornell Medical College's auto injury research project, "widespread use of seat belts would save at least 19,000 lives a year and reduce injuries by at least 50 per cent."

Richard Myers
Business Research

Reply: You sold your idea. Bert Hilton, who manages Parker's automobiles, says he will have safety belts installed as standard equipment in all new cars purchased from this date on.

Editor's comment: A problem concerning heating and cooling Arrow Park comes up from time to time. Some complain that the building is either too hot or too cold at certain times of the year. We spoke to plant engineers about this question and learned this: In Spring and Fall in a building the size of Arrow Park, somewhat uncomfortable days can be expected. This is because rapid changes in outside temperatures are impossible to cope with in the maintenance of steady inside temperatures. The internal heating system of the building simply cannot adjust itself in all areas of Arrow Park as rapidly as external temperatures can vary. And from this stems the complaint.

a plot of land, a parker pen,
a chevrolet... and thou



JANESVILLE, WISCONSIN

That poetic headline tells quite a story. Wisconsin, you see, isn't just a state. It's a way of life. Our people live close to the soil. They're smart, stable, full of pride in jobs well done.

You'll find no time clocks, for instance, in the Parker plant in Janesville, home of the world-famed Parker Pen. "Wisconsin people are our most important asset," says President Bruce Jeffris. "Our employees are intelligent, hard working, reliable."

Across town you'll see other Janesville folks turning out almost a thousand fast-selling Chevrolets a day in the General Motors plant. As GM Vice-President Edward N. Cole says: "Good people, of course, can make all the difference in the world between just satisfactory products and really superior ones. We are proud of the stability of employment and the excellent caliber of employees in Janesville's Chevrolet and Fisher Body plants — things which are reflected in the superior workmanship on the Chevrolet products manufactured here."

What No. 1-quality people have done for Parker Pen and GM in Janesville they can do for "thou" — anywhere in Wisconsin. Because, throughout Wisconsin, people are making a difference — in products... and in profits.



Want to know more about the do-it-yourself spirit we're famous for and the advantages Wisconsin offers industry. Write Robert Koob in the Governor's office. Ask for the Wisconsin Industrial Fact Book.

Division of Industrial Development
Governor's Office, Madison 2, Wisconsin



The government of the State of Wisconsin paid tribute to Parker Pen and General Motors as representative Wisconsin industries in this advertisement which appeared recently in several national magazines.





Ruth Roberts Awarded Cup

Ruth Roberts, Purchasing, last month became the fourth person to win the traveling Montor Cup in recognition of her athletic abilities. The cup was awarded at the annual Parker Athletic Association Dance. In addition to being hailed Athlete of the Year, this year's Montor winner received a new and handsome Parker Ceramic desk set decorated with a shield duplicating the one on the Cup which bears her name.

The awards were made by William Thorne, retiring president of the association. He is succeeded by Ray Urbanowski.

Do-It-Yourself Showcase Kit

The chief hazards in providing foreign dealers with Parker showcases are breakage, freight charges, and high import duties. Last April Parker's Foreign Sales Division launched a program which circumvented all three!

Instead of shipping a fully constructed showcase, a do-it-yourself construction kit was shipped upon request. And it was sent free. Parker even absorbed shipping costs. To date the program has cost \$10,000, but in terms of good will and brand name recognition around the world, it is money well invested.

The kit contains all hardware—down to the screws—plus working drawings and complete assembly instructions. All the dealer does is provide wood, glass and labor.

There are three kits in all, providing for three different size showcases.



Thirty-inch showcase and parts, a cute kit even without the girl.

Over the Shoulder



This picture takes us back about 20 years. This was all there was to Parker Pen in Janesville in those days. The building had a big black water tower up top (an electric sign was removed when the tower was installed), and a flag pole jutted up

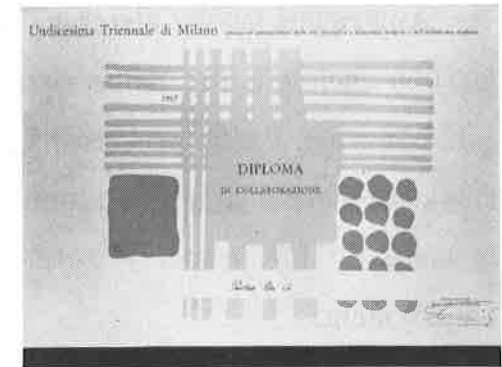
from the roof above the main entrance. In 1951 the 50,000 gallon tank was contributed to the small (pop. 2,302) town of Crystal Falls, Michigan. A few years earlier, the flag pole was transferred to the small courtyard.

Parker Honored in Triennale

A distinct honor was awarded to The Parker Pen Company last Fall when the Parker Liquid Lead pencil was selected for exhibit at the Eleventh Triennale in Milan. Just recently, Mr. Walter Dorwin Teague, chairman of the Triennale Committee of the American Society of Industrial Designers (ASID), presented the company with the Diploma Di Collorazione (see cut) issued by the officials of the Triennale.

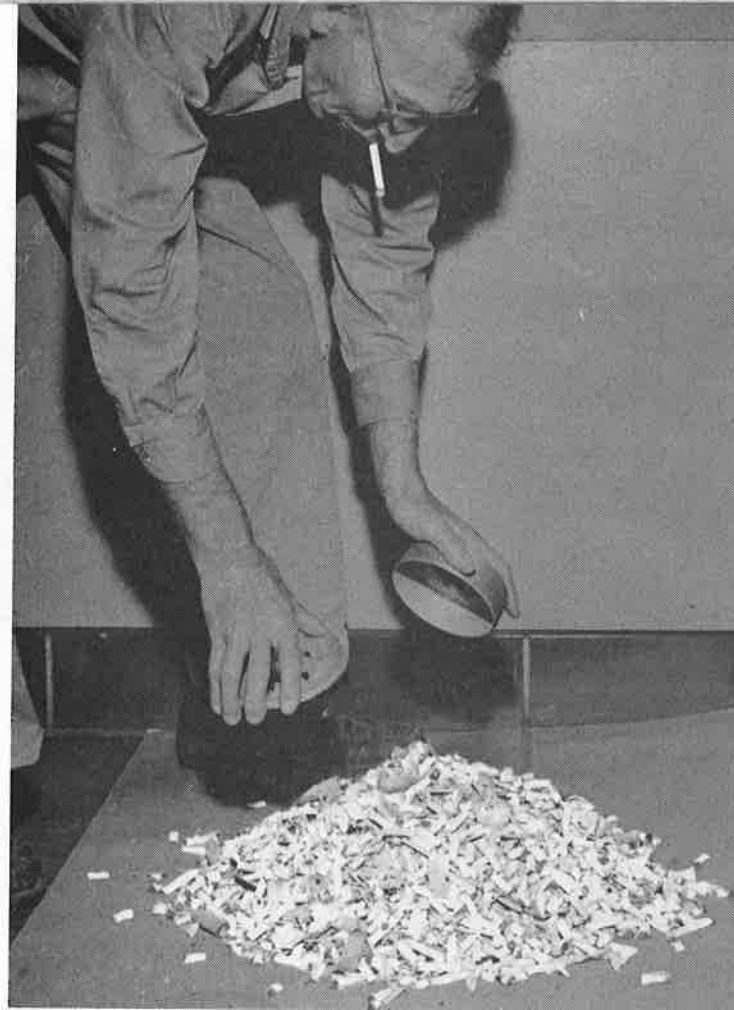
According to Parker Design Consultant Donald Doman (who incidentally is responsible for the design of the LL) being exhibited at the Triennale is the greatest recognition a product can receive.

The Triennale is held every three years. A panel of American designers select outstanding U. S. products and submit them to



a group of international judges who screen them with the best of the rest of the world. Only those chosen by this international board of judges are exhibited.





Americans smoke about 400 billion cigarettes a year—or about 800,000 each minute. Some companies do not permit smoking on the job, but when Parker's Arrow Park plant opened, each employee who smokes received a bright aluminum ashtray for his personal use. It is virtually his property until such time as he may terminate his employment.

Americans smoke 400 billion cigarettes a year—here is Arrow Park's share for one day.

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